



Prevention: Past, Present and Future

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Prevention: The Past

- Hippocrates: Airs Waters and Places
- 20 Century Division between Public Health and Health (illness) Care
 - Different mission (prevention/cure)
 - Different focus (community/individual)
 - Different funding (taxes/private insurance; program based/FFS)
 - Different professional training (schools and curriculum)



Prevention: The Past

- Overlap in care for the medically indigent
- Gap in funding for clinical prevention (cholesterol screening, smoking cessation and even for immunizations)
- Stability (relatively speaking) organizationally and financially



Prevention: the Present in Health Care

- Increasing cost of health care leads to restructuring
- Financing driving health systems to consolidate, integrate and renegotiate risk
- Spreading of risk leads to investment in health improvement and prevention



Prevention: The Present in Public Health

- Decreasing public funding (relatively)
- Highly charged public health issues
- Organizational instability



Prevention: The Present

- Promise of common mission: quality, prevention, community health improvement
- Driven by beliefs that
 - prevention saves money
 - quality translates into increased market share
 - community health improvement sustains market share
- Remnant of HMO culture



Prevention: The Present

- Public Health greeted its new partner with a skeptically warm embrace
- Partnerships formed
 - Turning Point
- Medicine and Public Health Initiatives sprouted in universities



Prevention: The Emerging Future

- Prevention does not really save money, especially in the short run (mammography)
- Price and convenience remain the reason for choice, not quality
- The science of community health has not been developed and other marketing strategies are more effective



Prevention: The Emerging Future

- The culture of HMO is being overwhelmed by managing costs
- At risk financing is giving way to discounted fee-for service
- Little interest in sharing gains
- Severe price pressure (BBA, technology)
- Web based commerce and information exchange is changing everything



Prevention: Creating the Future

- Institutionalize the present opportunities for partnerships in community health and prevention (Turning Point, Community Health Projects)
- Establish the value of community based prevention by assisting health systems to invest wisely and to accurately identify returns on investment



Prevention: Creating the Future

- Follow the money - dialogue with payers and providers about win win methods of payment for health care and prevention; no one has a good answer yet
- We are all going to be in the health information business, public health needs to be out in front